



## ORDER

Print Date 10/24/12

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Flight Dates **10/21/12-10/30/12**

Contract / Revision 314643 /

Original Date / Revision

10/12/12 10/24/12

Advertiser**No New Taxes, No on Prop 2**

Agency **Mentzer Media**

## Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

Agency Com 15%

### Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **567**

Alt Order #

Billing Type      Cash

Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 19%    Market Value 343157

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	31%	106378
KPNX	34%	116673
KPPX	%	0
KSAZ	9%	30884
KTVK	7%	24021
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	43	\$41,310.00	\$48,600.00	0.00
November 2012	14	\$14,110.00	\$16,600.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$55,420.00</b>	<b>\$65,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	43	\$41,310.00	\$48,600.00
10/29/12	10/30/12	14	\$14,110.00	\$16,600.00

[illegible]



KNXV

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Contract / Revision **314643** Flight Dates **10/21/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/12/12/ 10/24/12

Order Sep 00:13:00

Advertiser **No New Taxes, No on Prop** Product

Estimate # **567**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/21/12	10/21/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	2	\$250.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	2		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/15/12-10/21/12		SU 4pm-430pm		4pm-430pm	-----Su	:30		<del>(\$250.00)</del>		0.00 NM		
See MG 1.3														
[[program change MJ 10/16]														
3	KNXV	10/21/12-10/21/12		SU 430pm-5pm		430pm-5pm	-----Su	:30		\$500.00		0.00 NM		
Ⓜ MG for 1.1,1.2														
N 2	KNXV	10/28/12	10/28/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	2		\$250.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/22/12-10/28/12		SU 4pm-430pm		4pm-430pm	-----Su	:30		<del>(\$250.00)</del>		0.00 NM		
See MG 2.3,2.4														
[program change MJ 10/17]														
2	KNXV	10/22/12-10/28/12		SU 4pm-430pm		4pm-430pm	-----Su	:30		<del>(\$250.00)</del>		0.00 NM		
See MG 2.3,2.4														
[program change MJ 10/17]														
3	KNXV	10/25/12-10/26/12		M-F 5-6am		5am-6am	---ThF----	:30		\$250.00		0.00 NM		
Ⓜ MG for 2.1,2.2														
4	KNXV	10/25/12-10/26/12		M-F 5-6am		5am-6am	---ThF----	:30		\$250.00		0.00 NM		
Ⓜ MG for 2.1,2.2														
N 3	KNXV	10/21/12	10/21/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$2,000.00		0.00					
N 4	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S	1		\$2,000.00		0.00					
N 5	KNXV	10/22/12	10/26/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	10	\$700.00	P-2	0.00 NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	MTWTF--	10		\$700.00		0.00					
N 6	KNXV	10/29/12	10/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MT-----	:30	4	\$700.00	P-2	0.00 NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MT-----	4		\$700.00		0.00					
N 7	KNXV	10/23/12	10/26/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	4	\$1,800.00	FX	0.00 NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-TWTF--	4		\$1,800.00		0.00					
N 8	KNXV	10/22/12	10/22/12	Prime News Prime News	CM	8p-9p	M-----	:30	3	\$1,400.00	P-3	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	3		\$1,400.00		0.00					
N 9	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	8	\$1,200.00	FX	0.00 NM	8	\$9,600.00



KNXV

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Order Sep 00:13:00

Advertiser **No New Taxes, No on Prop** Product

Estimate # **567**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- TWTF - -	:30	8	\$1,200.00	FX	0.00	NM	8	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	8		\$1,200.00		0.00						
N 10	KNXV	10/29/12	10/30/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MT - - - - -	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
Week:		10/29/12	11/04/12	MT - - - - -	2		\$1,800.00		0.00						
N 11	KNXV	10/29/12	10/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MT - - - - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
Week:		10/29/12	11/04/12	MT - - - - -	4		\$1,200.00		0.00						
N 12	KNXV	10/22/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF - -	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
Week:		10/22/12	10/28/12	MTWTF - -	5		\$2,000.00		0.00						
N 13	KNXV	10/29/12	10/30/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MT - - - - -	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
Week:		10/29/12	11/04/12	MT - - - - -	2		\$2,000.00		0.00						
N 14	KNXV	10/22/12	10/26/12	Nightline Nightline	CM	1035p-1102p / 113M	MTWTF - -	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
Week:		10/22/12	10/28/12	MTWTF - -	5		\$700.00		0.00						
N 15	KNXV	10/29/12	10/30/12	Nightline Nightline	CM	1035p-1102p / 113M	MT - - - - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
Week:		10/29/12	11/04/12	MT - - - - -	2		\$700.00		0.00						
N 16	KNXV	10/27/12	10/27/12	Sa GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
Week:		10/22/12	10/28/12	- - - - - S-	2		\$300.00		0.00						
N 17	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S-	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
Week:		10/22/12	10/28/12	- - - - - S-	1		\$1,500.00		0.00						

\*Tax 1 Note: Tax 0.5%.

Totals 57 \$65,200.00